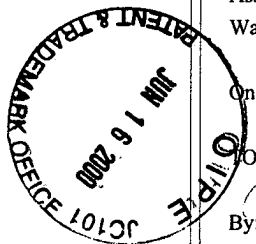


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Washington, D.C. 20231



On

TOWNSEND and TOWNSEND and CREW LLP

By:

#7/A
B 8/9/00
Not Entered

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Robert M. Cezar

Application No.: 09/291,785

Filed: April 14, 1999

For: INTERNET ADVERTISING WITH
CONTROLLED AND TIMED DISPLAY
OF AD CONTENT FROM
CENTRALIZED SYSTEM
CONTROLLER

Examiner: Robert B. Harrell

Art Unit: 2758

Batch No.: M73

AMENDMENT AFTER ALLOWANCE
UNDER 37 CFR § 1.312(a)

B 8/14/00

Box Issue Fee

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

In response to the Notice of Allowance mailed , please amend the above-identified application as follows:

IN THE CLAIMS:

Please amend the claims as follows:

Claim 7, line 10, at end of the line after "browser" please insert a ".".

Claim 9, line "23" after "contents" please delete "at". Same claim, line 27, after "out," please insert --reporting,-- .

OK TB Enter
07/28/00 8-11-00